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HOSPITALITY PLUS

VOL# 17 | ISSUE# 09 | SEPTEMBER 2022



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DAY 2022**

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CONTENTS



Hospitality Plus

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EDITORIAL

World Tourism Day - 2022 6

Let's rethink tourism in Pakistan

COVER STORY

Future of Sustainable Tourism in Pakistan? 7-10

ARTICLE

World Tourism Day – 2022: Rethinking Tourism 11-12

CONSUMER CHOICE AWARDS – 2022-23

COTHM clinches 'Best Hospitality College' & 'Best Culinary College' awards 15-16

MEMBERSHIP

Chefs' Association of Pakistan welcomes new members 17-19

ARTICLE

Reasons why you should eat a chocolate daily 21-22

VISIT

WCCI President Sam Ali Dada lauds COTHM for equipping women with skills 24

ARTICLE

Engaging Generation X in nature conservation through ecotourism 25-27

VISIT

PFA DG Shoaib Jadoon admires facilities at COTHM 28

ARTICLE

World Potato Day celebrated at COTHM 29-30

ARTICLE

Being internationally certified in nutrition & health is need of the hour 31-32

ARTICLE

KCA holds 2nd Karachi International Salonnière 2022 37-38

VISIT

PSDA DG Moazzam Iqbal Sipra appreciates COTHM for making Pakistani youth skillful 39

RESTAURANT REVIEW

International House of Pancakes – Ihop 40

ARTICLE

Kitchenware Organization 41-42

ARTICLE

Do and don't tips when going traveling by backpacking 43-44

VISIT

There is a lot to learn for students at COTHM: Raja Saad Khan 46

ARTICLE

Dir – A voyage to modernism from ancient times 47-49

FOOD CAPITAL

ARTICLE

Karoonjhar Mountains- A natural wonderland in the district of Tharparkar, Sindh 53-55

INDUSTRY HIGHLIGHTS

59-63



Price: Rs.200

PAGE
7



PAGE
12



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PAGE
41



PAGE
53



WORLD TOURISM DAY - 2022 LET'S RETHINK TOURISM IN PAKISTAN



World Tourism day is celebrated around the globe on September 27 every year to mark the importance of tourism at national as well as international levels. This day permanently reminds the nations to pay serious attention to the tourism sector and put up this issue on their national agendas. This year, United Nations World Tourism Organisation (UNWTO) is going to celebrate the "World Tourism Day" with the theme of 'Rethinking Tourism' keeping the post-covid tourism practices especially in view.

As the theme itself is explaining the concept hidden behind it, this is also a point to ponder for Pakistan to rethink its tourism practices and align them with international standards so that international tourists might be attracted towards Pakistan. There is a dire need in Pakistan to add tourism to the national agenda as this is one of the sectors in the country that can contribute to the national exchequer. Especially after the recent floods, it has become important for the authorities to take all the stakeholders on board and rethink its strategies to restructure and strengthen the tourism sector in Pakistan.

Tourism can definitely turn out to be a vehicle for economic recovery for Pakistan. All we need are concentrated efforts in this regard. Only a focused approach towards tourism can yield positive results for the uplift of tourism in Pakistan.

I would definitely suggest here that in Pakistan political coordination is needed the most at this point of time. All the provincial authorities keeping their political differences aside must work for the promotion of tourism in Pakistan. Tourism must be ensured as the central part of policymaking at regional, provincial and national levels; only then we can set a goal to struggle for.

I hope the authorities in Pakistan making full use of 'World Tourism Day' this year would rethink its tourism practices and come up with some better strategy to exploit the untapped tourism potential of the country.



FUTURE OF SUSTAINABLE TOURISM IN PAKISTAN?

By Fraaz Mahmud Kasuri

Only stable circumstances, departments, and environment can lead to sustainable tourism practices in Pakistan.





Sustainability is a term which explains permanence, continuity and reliability of something. It is commonly believed that anything that does not comply with the circumstances, fades out. Same is the case with our domestics and professional practices. Anything that is not planned properly can never be executed as it should be. Sustainability becomes even more important when it is needed in national-level activities. Any department, project or some short/long activity can never yield fruitful results unless sustainability factor is properly followed and adopted.

When we talk about tourism in Pakistan, experts and statistics claim that Pakistan is a haven for tourism and it can bring huge revenues for the country. The fact is that from lush green valleys to highest peaks, from deserts to seas, and from heritage to religious sites, Pakistan possess all those resources which can lead a country to become a favourite destination in the world. Many publications and travelers have many times acknowledged Pakistan as the most favourite tourist destination. Hospitality of the



Tourism itself is not an entity or a department that can be improved or upgraded; it's a combination of all the departments working together in harmony.



Pakistani people is also famous around the world; several bloggers and v-loggers have mentioned the generosity of Pakistani people time and again.

The question is 'why Pakistan's tourism is not contributing to the national exchequer the way it should?' There are many answers to this question but the exact one is 'no sustainability'. Pakistan does have natural resources in the form of waters, woods, wild and hills but all these natural resources need human attention. The upkeep of a natural resource needs proper planning and a team for the executional tasks. Since Pakistan came into being, the tourism sector has always been ignored. A sector that can bring foreign visitors and investments has never been tapped and explored properly; all we depend upon are the natural sites and resources.

The beloved country has never seen any national-level efforts to devise some strategy for the sustainable tourism practices. Tourism itself is not an entity or a department that can be improved or upgraded; it's a combination of all the departments working together in harmony. From weather to the water department





If proper planning is done, even calamities can be reverted. There is a dire need to think and plan about the future of tourism in Pakistan; as a country full of all types of tourism potentials cannot be left to the mercy of mere circumstances.



fearful of planning tours or other recreational activities, how can we expect from foreign tourists to visit Pakistan? And this is not the first time that we are hit by some unexpected disaster; Murree incident last year in which several tourists died in the cold had also left many questions unanswered. The dilemma is that we never learn from the incidents and go clam as the time passes by; Alas!

To promote sustainable tourism practices in Pakistan, we need to work on maintaining stability in all the sectors and departments. Only stable circumstances, departments, and environment can lead to sustainable tourism practices in Pakistan. We need to put all our departments on the paths of first recovery and then stability on emergency basis. If proper planning is done, even calamities can be reverted. There is a dire need to think and plan about the future of tourism in Pakistan as a country full of all types of tourism potentials cannot be left to the mercy of mere circumstances.

and from transport to the security department, all the department s need to function properly. If all the departments in a country work as per their sets of operating procedures, that country automatically becomes tourism-friendly. Here in Pakistan, unfortunately, all those areas and sectors which strengthen the tourism of a country are in extremely poor condition.

Recent floods in Pakistan have proved the above-cited hunch right. Due to the poor strategic planning, monsoon rains in the country have played havoc with the lives and properties of the people living in southern parts of Punjab, southeastern parts of Sindh and neighbouring Balochistan. Where we have lost the precious lives of our people, at the same time, our geographical infrastructure is also badly hurt. Our national heritage is also damaged as many historical sites and areas have gone under water. The world famous archaeological site of Mohenjo-Daro may lose its UNESCO world heritage site status because of the damage caused to it due to the heavy floods. Railways, air and road transports are also badly affected as several parts of the country cannot be accessed by road or even by air.

In such catastrophic situations, where locals are





WORLD TOURISM DAY 2022

RETHINKING TOURISM

*Tourism's relevance
has never been clearer.
The time is now to
seize this opportunity
to rethink how we do
tourism.*



**WORLD
TOURISM
DAY 2022**

**RETHINKING
TOURISM
27 SEPTEMBER**



*For its 42nd
edition, World
Tourism Day will be
hosted by
Indonesia, in Bali, a
destination at the
forefront of
reimagining
tourism as a pillar
of sustainable
development.*



World Tourism Day has been held on 27 September each year since 1980. The date marks the anniversary of the adoption of the Statutes of the Organization in 1970, paving the way for the establishment of UNWTO five years later. This year, World Tourism Day returns to focus on the future. As the sector's recovery gets underway and building on unprecedented political and public recognition for the sector, UNWTO will highlight the opportunity to rethink how we do tourism.

This means putting people and planet first and bringing everyone from governments and businesses to local communities together around a shared vision for a more sustainable, inclusive and resilient sector.

Background

International tourist arrivals at the start of this year were double the level recorded in 2021. In some regions, arrivals are already at, or even above, prepandemic levels. The lifting of the remaining travel restrictions, alongside



rising consumer confidence, will be important drivers for the sector's recovery, bringing hope and opportunity to many millions of people around the world.

World Tourism Day will be celebrated as the shift towards tourism being recognized as a crucial pillar of development and progress is well underway. May 2022 marked the first time the United Nations General Assembly held a special debate on tourism, illustrating the historic relevance of the sector. Tourism is now on the agenda of governments and of international organizations in every global region. At the same time, destinations and businesses are proactively adapting to meet challenges and responsibilities, as illustrated by the wave of signatories to the Glasgow Declaration on Climate Action in Tourism, spearheaded by UNWTO.

The theme

Tourism's International Observance Day will put people at the centre of key discussions. Where is tourism going? Where do we want to go? And how do we get there? The one-day celebration will bring together stakeholders from every part of tourism's uniquely broad value chain - from political and private sector leaders to community representatives, and youth and indigenous ambassadors.

amplify the celebrations and key messages, while UNWTO will also promote the event and its central theme of rethinking tourism through its channels and partners.

Objectives and Intended Outputs

World Tourism Day 2022 will:

- Provide a platform for inclusive dialogue to



“Rethinking Tourism” will reflect this. It aims to inspire the debate around rethinking tourism for development, including through education and jobs, and tourism's impact on the planet and opportunities to grow more sustainably.

Concept

For its 42nd edition, World Tourism Day will be hosted by Indonesia, in Bali, a destination at the forefront of reimagining tourism as a pillar of sustainable development.

If properly planned, World Tourism Day may mobilize political will and cooperation to ensure tourism is a central part of policymaking.

The event will develop around a multi-stakeholder panel discussion on “Rethinking Tourism as a Key Element of Recovery”, as well as a discussion on “The Tourism We Want”, led by local representatives from across Bali's tourism sector.

UNWTO's Member States will be invited to

identify solutions to realize tourism's potential as a vehicle for recovery and transformation.

- Amplify the message of tourism as an inspirational and transformational force, and the role of UNWTO and the whole of the sector in fulfilling this potential.
- Mobilize political will and cooperation to ensure tourism is a central part of policymaking.
- Ask big questions and identify solutions to realign tourism for the future.

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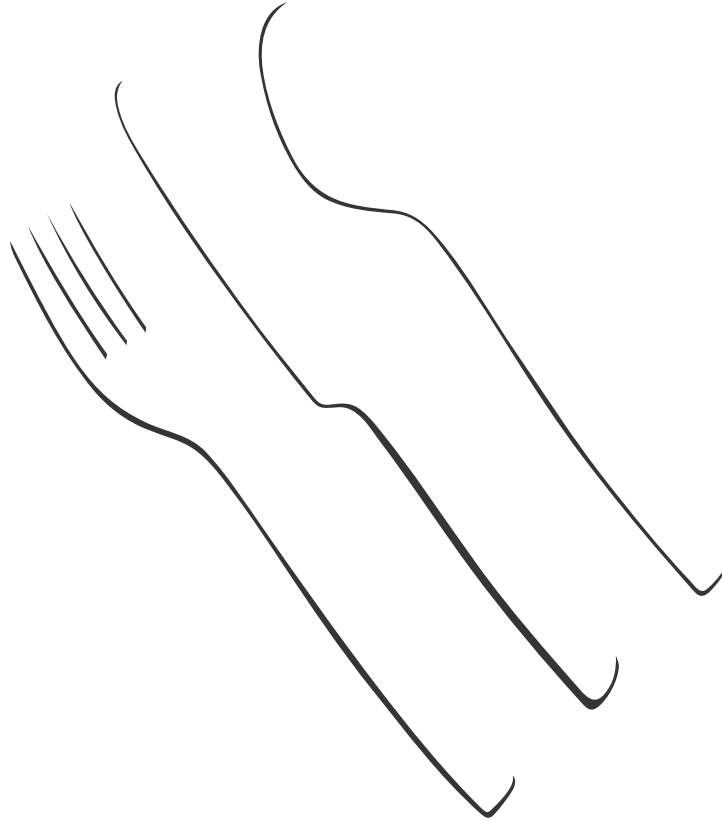
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16TH
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COTHM CLINCHES BEST HOSPITALITY COLLEGE AND BEST CULINARY COLLEGE AWARDS



CONSUMER
CHOICE
AWARDS
2022-23



College of Tourism & Hotel Management (COTHM) has bagged two awards in the categories of “Best Hospitality College” and “Best Culinary College” in 16th Consumer Choice Awards - 2022-23. The 16th Consumer Choice Awards ceremony was organized by Consumer Association of Pakistan at a local hotel in Karachi where awards were given in recognition of the best product manufacturers and best service providers in various sectors. Provincial Minister for Labor and Human Resources Saeed Ghani, Administrator, Karachi Murtaza Wahab, MQM Pakistan leader Khawaja Izhar-ul-Hasan and prominent industrialist Mirza Ishtiaq Baig were present in the ceremony.

COTHM Karachi Executive Director Sabir Ahmad received the awards and said on the occasion that such awards prove to be a recognition and encouragement for the educational institutes. He also said that COTHM



always strives to give its best in the fields of hospitality and tourism and would continue to serve Pakistan by producing skillful workforce. Saeed Ghani lauding the initiative of Consumer Choice Awards said such events play a vital role in the encouragement of the people who are doing incredible work in their respective fields.



Chefs' Association of Pakistan

شیفس ایسوسی ایشن آف پاکستان

WELCOMES NEW MEMBERS

Chefs Association of Pakistan (CAP) has opened its membership resulting in the joining of hundreds of new members.

In the honor of new members of CAP, multiple ceremonies were organized at College of Tourism and Hotel Management's head office and Johar Town Campus where membership certificates were distributed among them.

CAP Senior Vice President (Corporate) Waqar Ilyas informed the new members about the importance of having CAP's membership. He also provided career

guidance to the newly joined members.

CAP Secretary General Ahmad Shafiq while talking to the new members said that Chefs Association of Pakistan is the only representative organization of chefs in the country which is also a member of Worldchefs, Paris that is a global authority on food.

Ambassador Kitchen Equipment CEO Ali

Mehmood, COTHM Johar Town Executive Director Mian Shahid, senior chefs Tauseef Butt, Imran Tipu, Basit Virk, Muhammad Safeer, Rizwan ul Haq, Abdul Mannan, Shumaila Zafar, Muhammad Hassan, Jahangir Hussain, Shamoon Barkat, Muhammad Azeem, Waqar Akhtar and Shahid Sultan also attended the membership ceremonies and distributed certificates among the new members.







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REASONS WHY YOU SHOULD

EAT A CHOCOLATE DAILY

by Aamna Mazhar

Nobody ever told us that eating chocolate daily is actually healthy for our bodies! It sounds unbelievable but is actually true. The sweet, mushy, treat that we have always been crazy about can actually benefit us in a number of ways. Candy, in general, is considered to be not only unhealthy but also a cause of many diseases.

The reality is contrary to that. Research has found that eating the right kind of chocolate in the right amount can have some positive effects. These effects will benefit both, your mind and your body. Chocolate is an instant mood booster however, having chocolate might sometimes be followed by an episode

of guilt. We will give you 5 reasons to eat chocolate and remain guilt-free.

1. Chocolate is good for weight loss



Never did we know that weight loss could be one of the reasons to eat chocolate. Well, here's the logic behind that. A study conducted at the University of Copenhagen found that eating dark chocolate could really reduce the odd hunger cravings. Not only that, but dark chocolate also has the ability to curb spicy, salty, and oily cravings as well. If you are planning to start weight loss, make sure you include some portions of dark chocolate in your everyday diet. It will really give you some surprising results.

2. Chocolate can be stress relieving

It is a well-known fact that chocolate can



instantly improve your mood. Chocolate can do wonders when it comes to busting stress. This palatable treat is a mood lifter and is very effective for reducing

stress. Chocolate releases a happy hormone in the brain known as dopamine which is great for anxiety patients. It has been found through research conducted by Swiss scientists that a regular intake of chocolate for two weeks reduced the stress levels in many patients. People struggling with stress and anxiety might not need any more reasons to eat chocolate regularly.

3. Good for heart health



A piece of chocolate can prove to be very beneficial in improving heart health. Not only that, but it is also good for reducing the risk of stroke or heart disease. A study published in British Medical Journal (BMJ) suggested that consuming some amount of dark chocolate regularly can reduce the risk of heart diseases by one-third. In addition to that, dark chocolate also contains antioxidants. These antioxidants can also benefit the heart and boost overall immunity in the human body.

4. Chocolate prevents cancer



Most people will be surprised by this one. Chocolate actually can prevent cancer. That is because chocolate contains cocoa, which is loaded with a compound known as Pentameric

Procyanidin or Pentamer. Pentameric Procyanidin has the ability to prevent cancer cells from multiplying and spreading in the body. Research was conducted in 2005 by Lombardi Comprehensive Cancer Center at Georgetown University.

The findings of this research were surely surprising. Proteins that induced cancer growth in the body were effectively repressed by the cocoa present in chocolate. Therefore, eating chocolate daily can keep you safe from cancer.

5. Improves brain health



Lastly, chocolate can also improve your brain health. A small portion of chocolate will improve your memory and keep your brain healthy overall. Consuming cocoa-rich foods will improve blood flow to the brain.

Hence, improved blood flow means better brain health. The reason for that is the presence of flavanols in cocoa. Flavanols can improve blood flow for a total of 2 to 3 hours. This will lead to increased alertness and better brain functioning.



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WCCI PRESIDENT
SAM ALI DADA
 LAUDS COTHM FOR
EQUIPPING
WOMEN
WITH SKILLS



Women Chamber of Commerce and Industry (WCCI) President Sam Ali Dada visited College of Tourism and Hotel Management (COTHM) and appreciated the management for providing skilled work force to the industry and equipping women with skills.

COTHM CEO Ahmad Shafiq orientated her to the college's facilities and departments comprehensively and updated her about the courses being offered at COTHM. Sam also visited live cooking classes, tasted food cooked by the students and interacted with them about their future goals.

She said, "COTHM is the only private institute in hospitality and tourism sector which is fulfilling the demands of industry. It is not only providing knowledge and bestowing degrees but also equipping students with quite useful skills."

"I appreciate COTHM for making women skilled in the fields of hospitality, travel and tourism. Women after graduating from COTHM are not only able to get good jobs in the industry but they can also launch their own startups", she further said.

ENGAGING GENERATION X IN NATURE CONSERVATION THROUGH ECOTOURISM

In today's world of digital technologies and over consumption, it has become more essential that we should make an effort to keep people in touch with Mother Earth. It is important to understand the rhythm of nature, its beauty, its mystery and the changing of seasons to get close to our God and to understand the true meaning of life. Especially our young generation is now getting too far away from all this and they are lost in the

world of digital media and modern gadgets and they hardly find any opportunity to get close to nature and learn what real life is all about.

It has been the mission of my mentor and the founder of outdoor education movement in Pakistan, Brig Jan Nadir Khan to work with young children and take them close to nature because it is powerful approach to give them what actually is essential for them.

I had opportunity to launch a unique program for our young generation under the title of National Children Mountain Conservation Meet (NCMC) in 2002 under the guidance of Brig Jan Nadir, founder President of Adventure Foundation Pakistan to engage them in learning about nature conservation through ecotourism. We launched this outdoor education program in 2002 on the occasion of International Year of Mountains with a view to create



Aftab Rana

- Tourism Development Specialist
- President of Sustainable Tourism Foundation Pakistan
- Former Vice President of Adventure Foundation Pakistan

awareness among young people about the natural environment of our mountains by involving them in meaningful activities using mountains' environment as an open classroom.

This program involves young children in an action-oriented form of learning about the natural environment and its related problems. Participants of this meet face the challenges of outdoor and gain firsthand exposure of wilderness environment. It makes them conscious enough to do something practical for the conservation and preservation of natural environment by undertaking local level projects in their communities and schools when they go back home.

The children who attend this Meet are given the title of "Eco-Guards" which gives them confidence to play an active role in their day to day life to create awareness about protection of natural environment and its important role in our daily life. Every year this program provides opportunity to about 100 youngsters from all over Pakistan to be part of it where we grow the seeds of love for nature among our young generation. So far around 2000 children have benefited from this program over the last 20 years and have gained the title of Eco Guards.

This year, NCMC 2022 was held in the beautiful valley of Manoor. 75 Children and 25 staff members from all over Pakistan divided in three working groups participated in learning various activities including trekking, camping, navigation and use of campus, community service, wilderness exploration and nature study and much more. They also worked on developing their Eco Projects on which they will work in their schools and home.

This 10-day camp in mountain wilderness was a life changing experience for them. During this time, their mobile phones were off so they are able to listen to the chirping of birds, whispers of trees, music of rain and sounds of fresh breeze passing through the valley. They were able to enjoy the sharing of their cross cultural experiences with each other and developing new





friendships which will go long way with their life as they will now be members of a larger family of Eco-Guards all across Pakistan.

It was just like a classroom without walls and roof where young kids worked in groups to gain the valuable firsthand knowledge of natural environment around them, experienced various adventure activities and skills. They also developed a positive attitude towards nature environment which is the source of all its living beings around us.

Tree plantation, clean up drive, nature art, study of flora and fauna, learning camping, trekking, use of rope, route finding, star gazing, leadership and team building skills and much more was part of this unique program.

The final outcome of this event was a Children Mountain Forum in which young participants made presentations on the theme of “Climate Change – What we can do about it”. Mr. Joudat Ayaz, Additional Secretary, Ministry of Climate Change was Chief Guest on this occasion. Many senior members of AFP participated in this event. Based on the first hand exposure, the young speakers in their presentations highlighted issues faced by the natural environment in mountains areas and shared their personal observations with the audience.

They also made recommendations to the concerned departments of government to address the environmental issues. They also displayed their nature art projects. At the end of the forum, a joint resolution by a young representative of NCMC Meet 2022 was presented to the Chief Guest to take necessary steps for the improvement of environmental conditions in the mountain areas of Pakistan.



Punjab Food Authority (PFA) Director General Shoaib Khan Jadoon paid a visit to College of Tourism & Hotel Management (COTHM) where COTHM CEO Ahmad Shafiq orientated him about different initiatives of the college.

He was given a complete tour to the college and was also briefed about the courses being offered at COTHM. During his interaction with the students, he appreciated their skills and expertise in cooking and hospitality management.

The DG, PFA not only visited live cooking and baking classes but also tasted the food cooked by the students.

“Today, I am glad to know that COTHM is making students skilled in culinary, baking, tourism, aviation, hospitality and other allied sectors”, he said and added that there should be more institutes like COTHM in Pakistan so that our youth might be engaged in healthy skills-based activities.





College of Tourism & Hotel Management (COTHM) celebrated World Potato Day on August 19, 2022 here at COTHM's head office located at New Garden Town Lahore.

World Potato Day is celebrated worldwide on August 19 every year to pay tribute to the world's most favourite tuber. In Pakistan, COTHM celebrated the day for the very first time by conducting the competitions with the theme of "Potato Innovations".

A total of 45 students participated in the competition and cooked different potato dishes like Potato Cheese Balls, Potato Pasta, Stuffed Potato, Baked Potato, Potato Cake and many others with reference to the World Potato Day. Chef Usman from Unilever and Optp Deputy General Manager Chef Talal Abbas Malik presided over the duties of judges.

Advisor to CM, Punjab Waseem Khan Badozai joined the occasion as chief guest and appreciated the skills of the participants.

The event was sponsored by Optp, Unilever, Ambassador Commercial Kitchen Equipment and KnN's. Optp sent cash prizes and distributed free vouchers among the participants. Unilever sent its products for usage and gift hampers for the winners and participants. Ambassador Commercial Kitchen Equipment sent gift hampers for the participants and its potato machines for COTHM to train the students in potato dishes while KnN's sent its products for usage in the competitions. All the participants were also awarded with participation certificates by COTHM.



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BEING INTERNATIONALLY CERTIFIED IN **NUTRITION & HEALTH** IS NEED OF THE **HOUR**



By Talia Sultan
Nutritionist

Talia sultan is a student of Human Nutrition & Dietetics at University of Veterinary & Animal Sciences (UVAS) Lahore. She is an expert in diet planning and developing dietary guidelines for weight loss, weight gain as well as demonstrating well on physical exercises to stay healthy. She loves to write articles on health, nutrition, fitness and beauty. She can be reached at taliya.foodsafety@gmail.com

As a nutritionist/dietician, I believe that having a degree in your field with just theoretical knowledge wouldn't benefit you that much in professional life. I am a student of BS - Nutrition and Dietetics. While choosing this field, I was a little concerned about my educational career because I believe you always need skills and experience if you want your practical life to be smooth and successful. I always wanted to get some practical exposure and got it blissfully when I came to know that College of Tourism and Hotel Management (COTHM) was offering **British certifications** in this field.

COTHM was offering UK's Level 2 & 3 international award in Nutrition & Health that was the best solution to my troubles. So, I went for it and got the best possible experience throughout the course in minimum days.

Let's have a look at Nutrition & Health - Level 2 & 3

Nutrition & Health - Level 2

Who is eligible to enroll in this course?

- The Level 2 international award in Nutrition and Health will benefit anyone who





prepares and serves food, as it provides learners with a basic understanding of nutrition and the requirements of special diets to enable the planning and provision of well-balanced meals that would have a positive impact on health.

- Those who are 16 years old or above are eligible to attend this workshop.
- It will benefit the undergraduates and intermediate students with their major in science subjects.

What you will get from this?

- It is a one day workshop. It provides you with basic knowledge of how to prepare a healthy calorie counted balanced meal.
- You will learn balanced food preparation.
- And you will be educated about allergens too that is the biggest challenge to cope up in the food sector.

The opportunities you get

- After getting this certification, you will be able to serve different food companies by preparing healthy meals for them.
- If you want to work in **HORECA**, you will be highly in demand in case you have this certification because you will have the understandings & concepts to design meals with balanced calories.
- Being a British awarding body certified makes you more eligible to go for productive government and

private jobs.

- Having this qualification/certification in your hand, you can work locally & internationally in food science industry.

Progress yourself to get better opportunities

What is Level 3 Nutrition & Health?



- This qualification has been designed for those involved in the provision of food or **healthcare**, allowing them to gain a good understanding of food, nutrition and its relationship with health and to improve their knowledge regarding food intake and choice.
- This qualification is for those who are studying **food science, nutrition and diet related subjects at university level**.
- Those who are practically engaged in nutrition practice can avail this opportunity.
- Those who want to set up their own clinics can have this certification and complete their dreams.
- Those who are graduates and have their degree in any science programs can benefit from this workshop and get suitable jobs.
- Those who are graduated and want to work in some food company, can apply for F & B sector qualification.

How much time will it take to complete?

- The workshop is comprised of 5 days; 3 days for complete understanding of nutrition and its role in our daily life; two days for preparing **calorie-counted** meals under the supervision of **professional chefs & nutritionists**.
- You will be provided with the information about nutrients both macro and micro and the fate of these nutrients. Not only information, you will get to perform practically too.
- You will get to know how to make a diet plan. A diet plan that helps normal people and patients. Knowledge about promoting healthy eating, therapeutic diets, special diets like gluten free diets, full liquid diet, semi-solid diet, pureed diet, blanderized diet and high protein diet etc.
- You will get to learn how to plan meal for a person with specific disease.
- You will get hands-on experience and practical exposure to develop balanced meals.

The opportunities you get

- If you are a UK certified dietician, you will get better opportunities locally and internationally, you can get jobs in food industry and airlines for meal designing.
- You can work for fitness centers or establish your own centers.
- You will be able to work in private and government health sectors & NGO's.
- You will be able to work in some café or restaurant as a nutritionist.
- You will be able to work in international companies or health centers like **diabetes centers**; this certification will be a helping way too.
- You are eligible to take sessions and conduct trainings on food and nutrition at international level.



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- 8- NGO's



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KCA HOLDS 2ND KARACHI INTERNATIONAL SALONNIERE 2022



Chefs' Association of Pakistan (CAP) collaborates with Karachi Chefs Association (KCA) as an academic and logistical partner in 2nd Karachi International Salonnière 2022.

Karachi Chefs Association (KCA) organized 2nd Karachi International Salonnière 2022 powered by National Foods at Ramada Plaza Hotel.

As per details, 2nd Karachi International Salonnière 2022 was organized in Karachi that was a follow-up event of 2nd Karachi Gourmet Chefs Challenge 2022. In the full-day competitions, over 100 participants took part in 13 different cooking competition classes. The event was sponsored by National Foods while Nestlé Professional partnered for the Desserts competition. ZABTech and the Karachi Institute of Culinary Arts (KICA) were the academic partners while international cutlery brand RAK Porcelain was the official porcelain partner.

Chefs' Association of Pakistan (CAP) also collaborated with the Karachi Chefs Association (KCA) as an academic and logistical partner. Being members of World Association of Chefs Societies (Worldchefs), KCA and CAP are working together for the uplift of culinary arts education in Pakistan.

As associations, KCA and CAP take pride in promoting the 'Chef's Jacket' and bringing the whole industry including foodies, home chefs and professional chefs under one roof.





PSDA DG MOAZZAM IQBAL SIPRA APPRECIATES COTHM FOR MAKING PAKISTANI YOUTH SKILLFUL



Punjab Skills Development Authority (PSDA) Director General Moazzam Iqbal Sipra visited College of Tourism & Hotel Management (COTHM) the other day and appreciated the management for providing international-level hospitality training to the students.

COTHM CEO Ahmad Shafiq took the DG, PSDA to the detailed orientation to the college and briefed him about different initiatives of COTHM. During his interaction with the students in cooking and baking classes, Sipra motivated students to excel in life with the help of skills.

While talking to the students, he said that the future belongs to those who go for skills. He also said that a skillful workforce is not only needed in Pakistan but also required everywhere in the world.

He admired COTHM's state-of-the-art facility and said that such learning environment is needed everywhere in the country.

He also advised the culinary arts students to go for their own startups after completing their education at COTHM.



INTERNATIONAL HOUSE OF PANCAKES IHOP

Everything at IHop is exactly the way one hopes for



At Hospitality Plus, we always try to review the eateries out there to make the food choices easy for our readers. From fine dining restaurants to smart casual eateries, we try to cover the eateries falling in different categories. This time, we decided to visit a place that international known for its pancakes and its name 'International House of Pancakes' depicts the same.

Located at Lahore's famous MM Alam Road, IHop is wonderfully designed with an amazing mirror elevation. As we reached there for our lunch, out of four dining floors, we chose to sit in the basement where a wonderful pictorial overview of the company was placed on the walls. There was also a separate area in the basement for those who needed privacy and silence to meet their work/office deadlines.

As we settled in our seats, we got a blue-themed menu with a variety of food options in different categories. As starters, we ordered Crispy Chicken and Chicken Quesadilla; for the main course, we ordered Moroccan Chicken with Garlic Rice and Mixed Vegetable, Chicken Clubhouse with Onion Rings and Mega Monster with French Fries. And to double the taste of everything we asked for Lemon & Mint Juice. Everything we had at IHop was exactly the way we hoped for. Quantity, taste and presentation of the food were excellent.

One more thing that impressed us a lot was the quickest order taking and serving of food. Everything was presented and delivered on time and not for a single minute we waited for the food to be served.

So, before leaving the place we ordered the dessert which attracted us the most to visit IHop; Choco New York Pancake with tea; what a delight it was; best pancake ever. While having the pancake, we totally got it right that why this place is called 'International House of Pancakes'.

KITCHENWARE ORGANIZATION TIPS & TRICKS YOU NEED TO KNOW



By: Aamna Mazhar

After moving to a new place and buying all the necessary stuff, the next thing that you find yourself stressing about is the organization and setting. Kitchenware organization is sometimes so hectic that it kills the excitement of shifting to a new place. All of us could use some nice kitchenware organization tips to make the most out of our small kitchens. These tips will not only save space but will make tidying up much easier. Invest your money in the right place and make your lives more comfortable. There are some handy products that are affordable and can be of great help in your kitchens. In addition to that, there are also some setting techniques that can help in kitchenware organization.

Food storage container and lid organizer for kitchenware organization

Buying plastic containers for our kitchens instantly makes us feel like



responsible adults. Most of us store these containers in a cabinet and make peace with the amount of space that these empty containers can occupy. Opening a cabinet door feels like unleashing an avalanche of

food storage containers. Time to deal with this problem efficiently! This food storage and lid organizer will help you to make your cabinets look sane. The dividers in these organizers separate your lids and containers by size. The plastic containers also become easy to grab with this in-cabinet storage rack. Storing food and packing lunches become fast when you find exactly what you need in just a look.

Decorate your kitchen according to your needs



We usually spend hours setting up a cabinet only for destroying the setting when we need a jar placed at the back. It is important to put the essentials at the fronts and centers of our cabinets and shelves. Use magnetic caddies to keep your everyday essential supplies out in the open. Make sure that you don't have to search for salt, sugar, and spices on a daily basis. It will save your time in addition to arranging your kitchen.

Bulky pots and pans



While buying pots and pans, one thing to be taken care of is to buy small or medium-sized pots and pans rather than large ones. Large pans and pots can be too bulky to adjust into the kitchen. In addition to that, using a microwave oven and fridge-safe cooking dishes can make storage easier and can also save kitchen space. One very important tip is to not keep more spares than you will ever need. Having one or two extra pans is fine but do not overstock this bulky kitchenware. Observe closely what belongs to the kitchen and what you actually need.

Sorting plastic bags for kitchenware organization



Plastic bag dispensers can solve the problem of plastic bags turning into clutter. The fabric, plastic, or stainless-steel dispensers can be mounted on the kitchen wall or on the inside of your cabinet. These plastic bag dispensers have a capacity of more than 30 plastic bags. With two openings, these dispensers will surely clean all the plastic bag litter in your kitchen.

Kitchen drawer organization



While decluttering our shelves and cabinets, what we absolutely compromise is the kitchen drawers. Disorganized kitchen drawers seem so off and make cooking so much difficult because you can hardly find anything. Kitchen drawers, although are very accommodating, we certainly fail to utilize the available space to its full potential. The first thing that we need to do is empty the drawers and sort out necessary and unnecessary stuff. After that, we can adjust dividers and separators in the drawers and choose a spot for each item. Make sure to only fill the drawers with kitchen tools that you actually need and use. Filling drawers with extra items will just lead to drawer havoc again.

Keep your countertops tidy



Most of us find it easy to pile everything on the countertops for the sake of convenience or whenever in a hurry. We only realize this mistake after witnessing countertop chaos in our kitchens. Stop dumping everything on the kitchen counters for a change. Observe how peaceful your kitchen shelves will look once you start doing this. Make use of trays for stuff that is necessary, it will make your shelves look more decent. One more thing that you can do is use the inside of the cabinet doors for placing stuff. You can attach hooks on the inside of cabinet doors and hang most of the kitchen tools there. The most important thing is to train yourself to keep items back at their place after using them.

DO AND DON'T TIPS WHEN GOING TRAVELING BY BACKPACKING

By Heppy Noor Affifah

There are many ways that tourists can enjoy a tour. For some people who like activities with clear plans, they can travel together with tour guides or travel packages, but for those who prefer activities without a schedule and more free, they can travel by backpacker way.

Both are equally used to enjoy travel, only the method and process is different. If you use tour guides and travel packages, they are usually more time bound and need extra costs to pay for tour guides/buy travel packages at a predetermined price.

Meanwhile, for backpackers, it is a tour that is carried out without the use of a tour guide. Backpacker can also be interpreted as someone who travels on a limited budget. So that in doing this trip usually many unexpected conditions can occur. However, backpacker travel has many advantages such as being able to feel the essence of travel more, getting to know many new people during the trip, practicing independence, and being able to more freely manage time and costs during the trip. In addition, because backpacking is carried out without a tour guide, there are usually infinite obstacles that can occur.

To minimize risks and problems that are not expected to be able to make some preparations before going backpacking. Here are six tips that can be done before traveling the backpacker way:

Do a detailed calculation before leaving

Before leaving for a backpacker, make sure



your financial condition is sufficient so that the traveling process can be carried out calmly and comfortably without fear of running out of money. Try to detail any expenses that might occur so that we will not spend money carelessly and can keep costs down. So that travel planning is the first step that must be done to make the trip easier.

Conduct a survey by looking for information related to the places you will visit

This survey should be carried out as a whole, namely tourist locations, lodging places, transportation that can be used and the normal range of food prices and transportation costs. This needs to be done in order to make it easier for us to do backpacking and avoid the possibility of being cheated by people or being priced more expensively. Because usually foreign tourists will get prices more expensive if they are not good at bargaining prices or if they don't know the original price.

Limit the items to be brought

This is done to avoid wasting space on the backpack that we use. Because later we will be traveling with a backpack, it

is necessary to carry not too many items so that we are more free to travel and not be bothered with too many items.

Bring the important stuff

Important items that must be carried when doing this backpacking include: medicine needs to be carried because it makes it easier for us when sick or in a condition that requires temporary treatment so as to avoid bad things, then there are security devices, just in case it is necessary to bring at least one safety device that small and can be stored in a place that is easily accessible by hand, this is important in case something is dangerous. This safety device can be in the form of pepper spray, electric shock or etc. Then the next item that must be brought is money and cash. Carrying cash in small denominations is also important to make the payment process more effective and fast.

Use promos

When traveling to reduce costs, always check the promos available in various applications, be it promos for travel tickets, promos when buying food, hotel or other promos. As long as the promo can be used, it must be used as much as possible.

Make sure you have a healthy and optimal body condition

Health is one of the important things

that must be taken care of before becoming a backpacker because if we travel with an unhealthy body condition, it is feared that we will fall ill at tourist sites so that we cannot enjoy vacation time. This is of course very unfortunate and not expected to happen.

While the above are tips that can be done before backpacking, there are also some things that should not be done when going on a backpacker trip. Some tips that should don't or even avoided when backpacking include:

Don't trust people easily

When traveling we must increase our anxiety and be more sensitive to conditions that we can experience at any time. Because crime sometimes arises because of our opportunities and carelessness. So that at any time when we are careless we can be deceived by bad people. Therefore, do not easily believe in suspicious offers and gifts from strangers.

Don't do things that are not polite

We should also not litter when we go on a backpacker trip, both during the trip and when we arrive at our destination. We must be polite and courteous. So that we can travel comfortably without causing problems with other people.

Don't want to be forced to buy an item?

On a backpacker trip to a tourist spot there will be many traders who offer their wares and even tend to be pushy. But if you really don't want to buy and don't really need it, don't buy the item even if you are forced to, this is important to save expenses. Because it would be better if we spend money to buy goods according to our wishes and according to initial planning.

By implementing do and don't tips when traveling by backpacking, it is hoped that it can reduce problems that arise when backpacking. So that the tour can be enjoyed comfortably if no problems arise and enjoy the holiday according to their respective goals. Because everyone's vacation goals can vary, some want to get to know new cultures, relax their minds, heal and rest in new places they have never visited.

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THERE IS A LOT TO LEARN FOR STUDENTS AT COTHM: **RAJA SAAD KHAN**



Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) Technical and Vocational Education and Training (GIZ TVET) Support Program Pakistan Project Head Raja Saad Khan visited College of Tourism & Hotel Management (COTHM) where he was given a complete tour to the college.

During his interaction with students and faculty members, he said, "COTHM has its own reputation. I have been thinking of visiting this campus. I am very much impressed by the faculty here. The training facilities here are beyond expectations. For students at COTHM, there is a lot to learn. They can learn many skills here. Skilled education is mandatory for respectable jobs in the world."

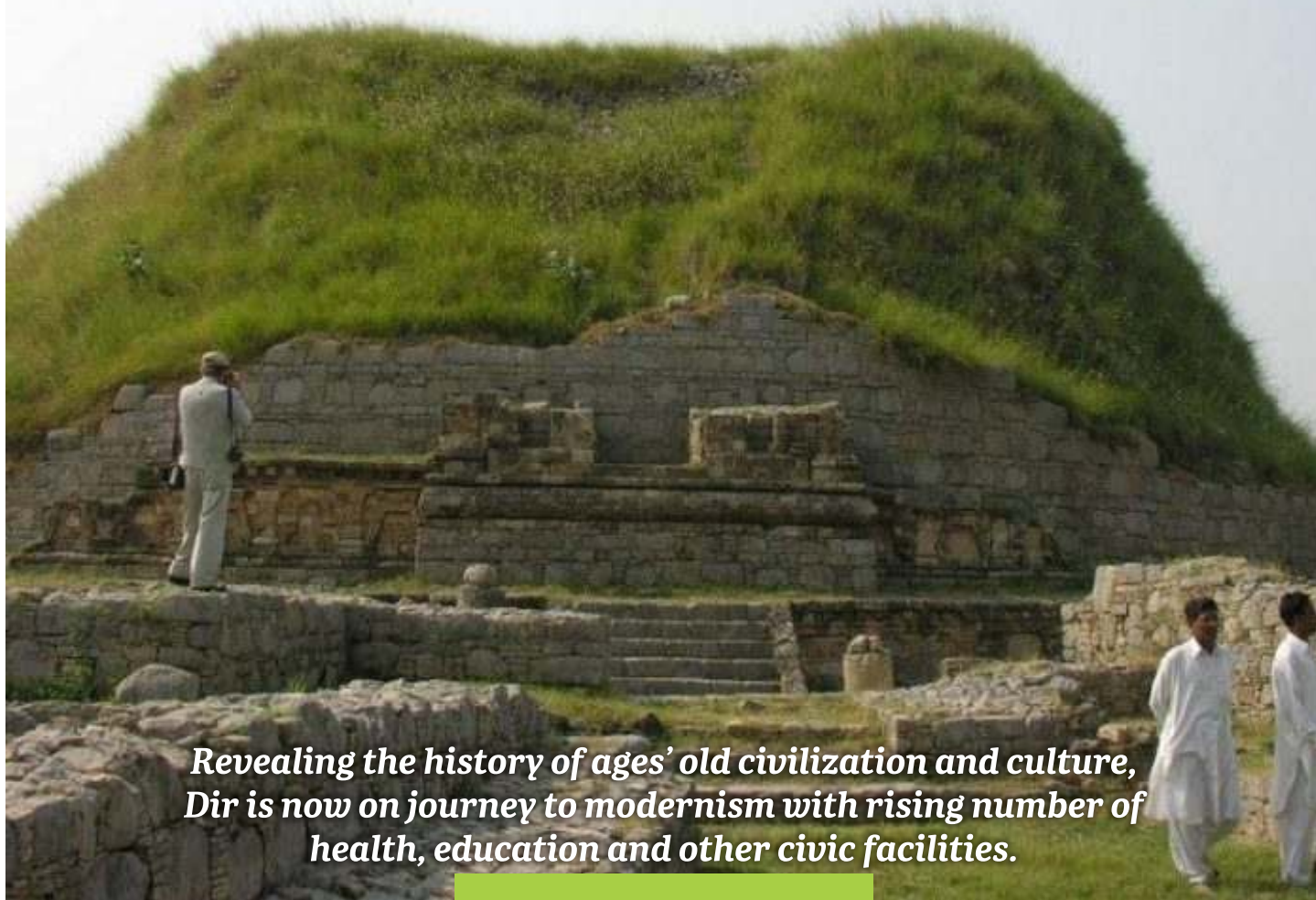
I am much impressed by the motivation of students here. COTHM not only motivates students but also leads them to secure a better future for themselves, he added. Students after their degrees will be able to get good jobs. They can also become entrepreneurs. They can start their own online businesses, he further said.

COTHM has already collaborated with German embassy. We plan to join this program in future to make Pakistani youth skilled, he stated. GIZ TVET Support Program has been working in Pakistan since 11 years and is funded by European Union, Norway and Germany. It aims to make the youth skilled and provide skilled workforce to the industry.



DIR

A VOYAGE TO MODERNISM FROM ANCIENT TIMES



Revealing the history of ages' old civilization and culture, Dir is now on journey to modernism with rising number of health, education and other civic facilities.

By Fakhar Alam/Aftab Zahoor

With seasonal flowers blooming in a cloudy weather showering erratic rainfall over the hills of Panjokra Valley in Dir Lower district, the settlement reveals saga of centuries' old civilization.

Tourists and nature lovers throng the area to explore its mountainous beauty and archeological treasures of Gandhara civilization besides enjoying fragrance of roses and budding seasonal flowers of Amaranthus, Dandelion and Jasmine.

Amalgamation of natural beauty with rich

archeological sites becomes more amusing for the visitors when Dir Chakdara Museum unfolds before them the tales of ancient times.

Dir people are embracing modernism after decades' old primitive living with its infrastructure, health, education and tourism facilities improving with every passing day.

Local people today have far better accessibility, education and health facilities

than their ancestors who used to walk miles to avail basic amenities of life.

"Dir occupied a key position in history as it was centre of Gandhara civilization along with Peshawar, Swat, Bajaur and areas extending westwards to Hadan and Bamiyan in Afghanistan and eastwards to Taxila Valley in Punjab Pakistan," said Mohib Gul, Incharge Dir Chakdara Museum.

"Its history goes back to centuries as testified by excavations of the burials of



Aryans at Timargara and other places dating from 18th to 6th century BC,” Mohib said. “Aryans were followed by Achaemenians – who were later ousted by Alexander in 327 BC after tough resistance by the local population.”

Later on, Gandhara civilization established roots as signified by monumental remains of Buddha’s stupas and monasteries, showcased at Dir museum, Mohib explained.

Thereon, he said, Yousafzai Pathans had

settled here in 5th century AD and Akhund Ilyas Paindakhel of Malaizi tribe (1640) had enjoyed popular support among local people.

Also recognized as a spiritual leader, the descendants of Paindakhel extended influence to local population and laid down foundation of a political state – “the state of Nawabs.” This state was ruled by Nawab Aurangzaib Khan and his son Nawab Shah Jehan Khan for many years.

The British demarcated Dir boundaries after its annexation in 1897 but after their

departure it enjoyed a separate state status. Dir annexed to Pakistan in 1960 as a tribal agency and merged to Khyber Pakhtunkhwa in 1969 as a district.

British regime in sub-continent had faced stiff resistance in taking control of the region and this saga has also been revealed by Sir Winston Churchill, the Prime Minister of Great Britain, in newspaper columns and his book, “The Story of Malakand Field Force.”

Churchill visited this area as a military officer when Malakand fighting was ripe as he described the siege of Malakand and campaign against Pashtun tribes in his book ‘as a period of significant transition.’ Named after him, the Churchill Post is still a source of attraction for tourists and historians.

Artifacts and relics recovered during excavation of the area and displayed at Dir Chakdara Museum are no doubt a great achievement and reveal centuries’ old history and culture of Dir.

“Rahatulah Khan Jaral, the then Political Agent of Dir, had allocated Rs 250,000 in 1970s for construction of Dir museum,” Mohib Gul said. An additional amount of Rs 490,000 was granted by the provincial government for expansion and renovation of the museum with Malakandi stone to reflect vigor and dynamism of local people.

This museum houses over 2,200 ancient artifacts including 1444 artifacts of Ghandara civilization including statues of Lord Budha and 2,000 years old remains of Bhuddhists fresco paintings recently discovered during excavation at Aba Shahib Cheena in Swat.

Mian Wahab Shah, curator archaeology and museums has informed that the art pieces were recovered from the sites of Andan Dheri, Chat Pat, Baghrajai, Bumbolai, Jabagai, Shalizar, Ramora, Tri Banda, Macho, Amluk Darra, Nasafa, Damkot, Bajaur and Talash, Dir, Malakand, Balambat, Timargarha, Shamlai Graves, Inayat Qila, Shah Dheri Damkot, Gumbatuna, Jandol, Matkani and Shalkandi.

“Chat Pat and Andan Dheri are well preserved ancient archaeology sites and Gumbatuna and Churchill picket are frequently visited spots,” he said.

Revealing the history of ages old civilization and culture, the area is now on journey to modernism with rising number of health, education and other civic facilities.



“Today, the total number of registered primary, middle, high and higher secondary schools in Dir Lower and Dir Upper districts are 2,538 with an enrolment of 583,678 students and 20,348 teachers,” informed a spokesman of Independent Monitoring Unit (IMU), KPK Education Department.

“This figure was 1,559 schools with students’ enrollment of 445,155 and 6,479 teachers during 2012-13,” he added.

Once lagging behind in health facilities, the

area now has category-B and category C hospitals in Dir Khas, Mayar, Lal Qila, Munda, Talash, Barawal, Patrak and Wari in Dir Upper and Lower Dir.

“These facilities are being strengthened in terms of doctors, paramedics, laboratories and equipment to provide quality treatment to patients at their doorsteps,” said District Health Officer Lower Dir, Professor Dr Irshad Khan.

“Prior to 2002, the total number of hospitals in Dir Lower was recorded as 68 that rose to 72 by

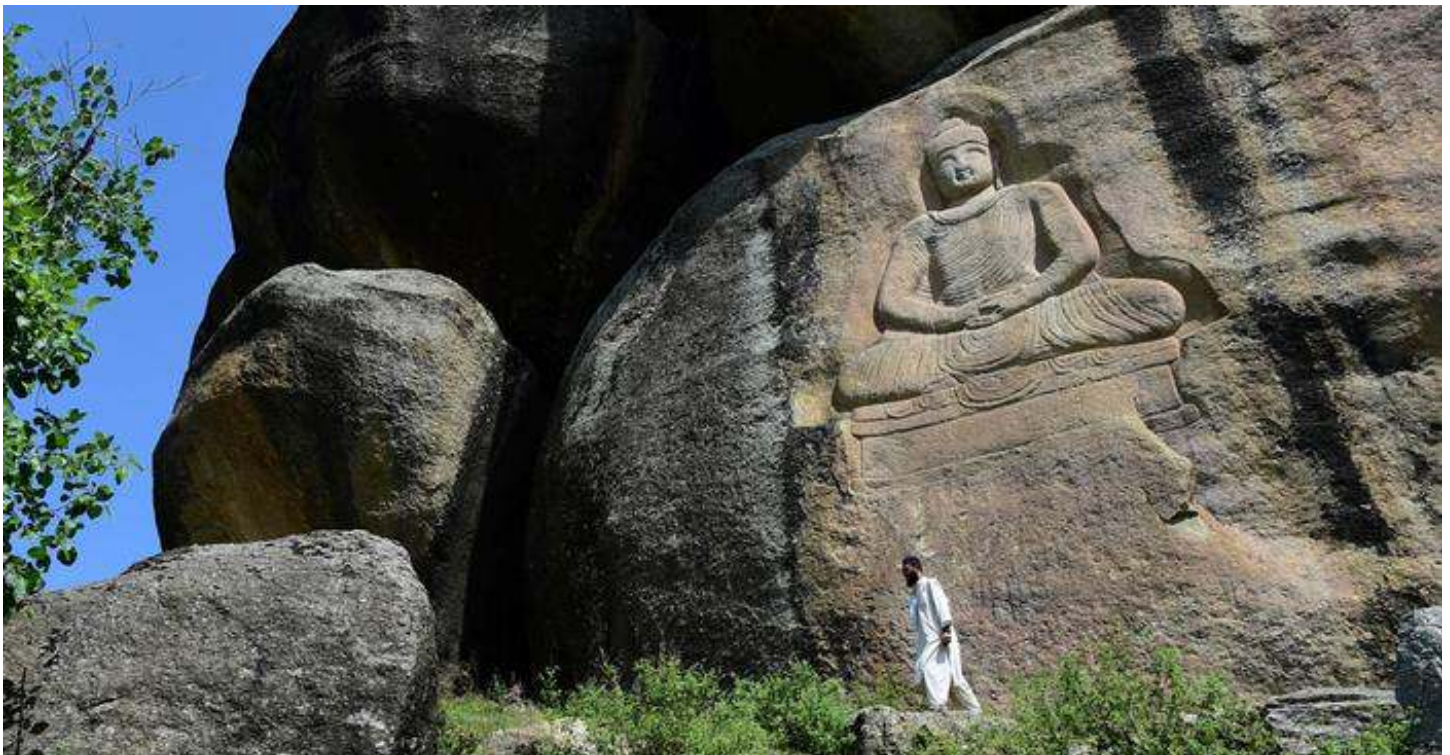
2022 including construction of four new hospitals in recent years,” he added.

Roads infrastructure is also being updated to facilitate local people and promote tourism. After the approval of Dir Motorway by Executive Committee of National Economic Council (ECNEC), the KP government has started process of executing this Rs 3227.75 million project under public-private partnership.

This motorway will not only reduce travelling distance between Chakdara and Dir but also turn Dir districts into trade and tourism hub.

“The KP government has proposed 14 kilometer long ‘Cable Car’ between Kumrat Valley in Upper Dir and Madaklast Chitral Lower,” informed Muhammad Ali Syed, General Manager, Cultural and Tourism Authority KP. “This Rs 32 billion project is hoped to attract over 10 million tourists to Malakand division annually.”

Moreover, he said, the KP government has also decided to establish new camping pods at Larum Top and Shahi Bin Shahi and Kumrat valley to provide affordable accommodation to tourists.




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FROM THE FOOD CAPITAL OF PAKISTAN

Lahore is a city with an extremely rich food culture. The city offers a vast variety of options when it comes to food. In recent times, with an addition of foreign flavours and recipes, the style of food in Lahore has gone even more popular. Other cities in Pakistan do have their own food identities and specialties but Lahore, being an open-minded, dynamic and welcoming metropolitan, has brought them all at one place. Being impartial, it would not be a false accusation if we call Lahore the 'food capital' of Pakistan.

Keeping in view the dynamics and diversity of the food culture of Lahore, we present you a series of food recipes from the food capital of Pakistan. All the recipes have been taken from Dr Javaid Asgher's book titled "Three Cuisines: A Tribute to Gastronomy". Hope you enjoy the read!



Dr Javaid Asgher & Dr Faiza Asgher (Late)

1

NOON CHAI

Kashmiri Inspired Pink Tea



Serves: 4-5

INGREDIENTS

Kashmiri tea leaves or 2 tsp pure green tea leaves (this is a family version and can be substituted if Kashmiri tea leaves are not available)

Water 350-475ml/1 1/2 - 2 cups

Bicarbonate of soda 1/4 - 1/2 tsp (baking soda)

Green cardamoms pods, 2-3 seeds removed and roughly crushed

Whole milk 1 litre/13/4 pints/4 cups

Sea salt or sugar if you prefer 1/4 - 1/2 tsp

To garnish, mix together 2 tsp each ground pistachios and almonds and 1 tsp poppy seeds

METHOD

Put 2 teaspoons of the tea in a saucepan over medium heat with about half of the measured water and bring to the boil. Boil until frothy then add the bicarbonate of soda and whisk vigorously for about 10 seconds. Add the remaining water and the crushed cardamom and boil until the tea broth becomes a bright red color.

Reduce the heat to medium low and add the milk. Using a whisk, whisk the tea broth very vigorously to achieve a slight froth. The color of the tea should now be dark pink. If you add more milk, the color becomes even lighter.

Finally, add the salt or sugar and stir. Pour into a cup and sprinkle with the mixed crushed pistachios, almonds and poppy seeds.

2

PAYE KA PULAO

Pilaf of Trotters



Preparation Time: 20 minutes

Cooking Time: 50 minutes

Serves: 4-6

INGREDIENTS

Rice 1/2 Kg

Cleaned trotters, each cut 1 dozen horizontally into three pieces

Medium onions finely sliced 4

Ginger and garlic paste 1/2 teaspoon

Green chili paste 6-8

A few sprigs of fresh green coriander, chopped

A few mint leaves, chopped

Juice of 2-3 lemons

Mixed 1 teaspoon caraway seeds, 2 cloves, 4 cardamoms, 1" piece of cinnamon,

Milk 1/2 liter

Oil 1 cup

Salt to taste

METHOD

Boil the cleaned and washed trotters with milk (leave 1/3 cup milk for later use), and a little water, salt add the whole spices till tender. Uncover and boil away the excess liquid.

Simultaneously, parboil rice with a little salt. Drain and set aside. Heat oil in a heavy-bottomed pan. Fry the onions till light brown. Reserve a little bit of the onions for garnish. Add ginger and the ground green chilies and also a little bit of the coriander and mint. After 1-2 minutes, add the cooked trotters. Mix. Also add rice and mix gently. Smoothen the surface. Sprinkle the balance of milk, the fried onions, mint and coriander and squeeze the juice of lemons. Cover with a tight fitting lid and cook over medium slow fire till the rice is cooked and steaming.

Serve steaming hot.



“

Boasting amazing topographical features, Pakistan is a country dotted with dozens of hidden tourist attractions. These awe-inspiring natural wonderlands are found in different parts of the country.

Karoonjhar Mountains

**A NATURAL WONDERLAND
IN THE DISTRICT OF
THARPARKAR, SINDH**



being formed. This is why the entire region has interesting and uneven cliffy formations and thus belongs to one of the earth's oldest rock systems. The place can be listed among the oldest tourist attractions in Sindh that haven't been fully explored yet.

If you head east from the main range, you'll see a region dotted with small hills and sparse vegetation, reflecting the typical topography of the area. Moreover, there are also a couple of temporary water streams known as Bhetiani and Gordhro. These streams flow during the rainy season, which usually lasts from July to September. It is also the best season for visiting Karoonjhar Mountains in Tharparkar, Sindh.

Location of Karoonjhar Mountains

The Karoonjhar mountain range is interestingly located near the Pakistan-India border. This is why the entire region is guarded by the Pakistan Rangers. It is found in the area known as Nagarparkar, which is the south-eastern edge of Tharparkar, Sindh.

The mountain range is around 132 kilometres southeast of the city of Mithi in Sindh through the route of Islamkot road. It is also the best route to get to the Karoonjhar mountains, Sindh if you are travelling from major cities like Karachi or Hyderabad. You can also make a pit stop in Mithi and explore the city for a while and then continue with your journey.

The place is connected with some major road links in the region. This makes it one of the most conveniently accessible tourist attractions in Sindh. If you are heading from Karachi, the fastest route that can get you to your destination is National Highway-5. You'll have to cover a distance of more than 450 kilometres and the total time of your journey will be around 7 hours.

One of the noteworthy examples in this regard is the Karoonjhar mountain range. Surprisingly, it is found in one of the remotest and most barren regions in the District of Tharparkar, Sindh.

More about Karoonjhar Mountains, Sindh

Counted among the lowest mountain ranges in the country, the Karoonjhar mountain range is only at a height of 305 metres above sea level. It has a total length of 19 kilometres. The experts from the field of geology predict that this mountain range can be around 2,500 million years old.

It was a time when the entire surface of the earth was geologically active and the continents, as we know them today, were



Tourism in Karoonjhar Mountains

The entire region of Nagarparkar and Tharparkar has an ancient history, which is why it holds extreme significance in terms of tourism in Sindh. The Sindh Tourism Development Corporation (STDC) has listed it on its official website and has recently developed Sardharo picnic point in Karoonjhar, Nagarparkar for the facilitation of tourists.

A pedestrian bridge has also been recently constructed between two of the cliffs in the region for the ease of visitors. Like other sites popular for tourism in Sindh, the Sindh Tourism Development Authority (STDC) has also plans to improve the infrastructure around the Karoonjhar mountain range in Nagarparkar.

Moreover, the authority is also working on the rehabilitation and restoration of historical attractions near the Karoonjhar Mountains. Some of the noteworthy mentions in this regard include the 16th-century Jain Gori Temple, Marvi's well (locally known as 'Marvi jo khoonh') and Rhodesar Mosque.

Weather of Karoonjhar Mountains

To find out which is the best season to visit this mountain range in Sindh, we'll have to take a close look at the weather of the region. It is among those places to visit in Sindh that stay dry and dusty almost all year round. The main reason behind the dry and dusty weather in the Karoonjhar mountain range is that it is a part of the Thar Desert, one of the largest deserts in Pakistan.



However, as discussed, the area receives a little amount of rain during the monsoon season, which usually lasts from July till September. In case you have started packing for your trip, here are a few things you should know before visiting this mountain range in Sindh

Things to remember on your visit to Karoonjhar Mountains

- Pick a cloudy day for your visit since you can't comfortably explore the mountain range in the scorching sun and desert heat. Temperatures can cross the 40 degrees celsius mark during the daytime.
- If it is pouring, avoid visiting the

Sardharo picnic spot in Karoonjhar, Nagarparkar. Landsliding is a regular occurrence in the area during the rainy season.

- As of now, the roads running through this mountainous and hilly terrain are thin, bumpy and not properly carpeted. Keep all your focus on the roads while driving instead of gazing at mountainous views.
- Since there are no lighting arrangements in Karoonjhar, it gets pretty dark at night. So, try leaving the site before the sun goes down.
- As mentioned earlier, the area is under the control of Pakistan Rangers. This means no professional or drone cameras are allowed. You can only use the cameras on your smartphones to videotape your journey.
- Pack all the necessary hiking equipment with you for your own safety. The mountainous and hilly surfaces in the region can get really steep for hikers.
- Though you can easily spot some local cafeterias and dhabas along the way it is better to pack your own food as well, just to be on the safe side.



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HOTELIER



EXECUTIVE POWER LIST 2022

THE 50 MOST INFLUENTIAL HOTELIERS IN THE MIDDLE EAST

Hospitality Plus presents you the 2022 edition of the Executive Power List, the only list that recognises and celebrates the top 50 most influential hotel professionals working in the Middle East's hospitality industry. Two in a hierarchy out of these 50 professionals are covered every month. Give a read and feel inspired.



Jaydeep Anand
Group chief financial officer &
group chief operating officer,
FIVE Holdings

Using his fiscal insights and industry knowledge, Anand was a key member of the acquisition team of the upcoming FIVE LUXE on Dubai's JBR and was able to secure the finance needed to secure the purchase, as well as that of the soon-to-open FIVE Zurich. There was also the small matter of the Fly FIVE announcement in 2021, the group's own private jet.

Anand has been a tremendous proponent of FIVE's participation with Great Places To Work – a global authority on building, sustaining and recognising high-trust, high-performing workplace cultures. His aim for FIVE was to put the focus firmly on the 'FIVE Tribe' – and how best to support and encourage a thriving workplace environment.

With his own teams, Anand enhances team knowledge and operational processes that result in a superior cultural climate in which employees are self-motivated to travel an extra mile on a daily basis.



Jochem-Jan Sleiffer
President, Middle East,
Africa & Turkey, Hilton

With 31 years of service to Hilton, Jochem-Jan Sleiffer has risen the ranks to become one of the most influential hoteliers in one of the most important regions for hospitality. In charge of the Middle East, Africa and Turkey, Sleiffer leads 176 MENA hotels, 27,000 staff and 177 pipelined hotels, equating to more than 40,000 rooms.

His 2021 saw careful and considered growth, with just a handful of openings able to make a big impact in each of the destinations. Each regional opening marked a first for Hilton, with DoubleTree by Hilton in Sharjah, Hampton by Hilton Marjan Island, Hilton Salwa Beach Resort & Villas and The WB Abu Dhabi all breaking new ground for the group.

The DoubleTree marked the brand's debut in Sharjah; RAK's Hampton is the largest in the world; Hilton Salwa is a major development in a new area of Qatar and Abu Dhabi's The WB is the world's first Warner Bros-branded hotel.



INDUSTRY

US REMAINS TOP TRAVEL & TOURISM MARKET AFTER COVID

1



Despite suffering from long and damaging travel restrictions that have done little to stop the spread of Covid-19 and led to economic losses, the United States remains the largest and strongest travel and tourism market in the world, according to a report.

While maintaining its number one position, the US travel and tourism sector's contribution to the country's economy fell from \$700 billion in 2019 to nearly \$1.3 trillion last year, according to the latest World Travel & Tourism Council's (WTTC) Economic Trends Report.

Oxford Economics research for WTTC shows there was no change in the top 3 countries – with China second and Germany third. But the ranking is illusory as major economies increased their number of domestic trips while the number of international visitors fell.

PIA OPENS BOOKING OF FLIGHTS TO KUWAIT

2



Pakistan International Airlines (PIA) has reopened reservations for its weekly flights from Lahore to Kuwait. It is said that it will resume its flight operations to Kuwait from 21st of September. In addition, PK-205 will depart weekly from Lahore for Kuwait and PK-206 will also

depart weekly from Kuwait for Lahore. The domestic carrier will use A320 aircraft for this route after Kuwait authorities have given permission to restart flights. Earlier, PIA also announced bookings for the 2022 FIFA World Cup to be held in Qatar in November. It will operate seven weekly flights from Islamabad,

Lahore, Karachi and Peshawar to Doha. PIA tweeted about it: "Are you ready to be part of the world's favorite sport? Now you too can be part of the action and participate in the 2022 FIFA World Cup in Qatar."

HIGHLIGHTS



COTHM HAS SET THE BAR HIGH IN HOSPITALITY EDUCATION: VC, BZU

3



College of tourism & Hotel Management (COTHM) has state-of-the-art facilities for students and it equips them with skills, said Bahauddin Zakariya University Vice Chancellor Dr Mansoor Akbar Kundi during his visit to the college.

COTHM CEO Ahmad Shafiq took the vice chancellor to a detailed tour of the college and

briefed him about the courses being offered at COTHM. He also updated the VC about different initiatives COTHM has started to train the youth of Pakistan.

“It is a common saying that knowledge is power but knowledge with skills is superpower and COTHM provides knowledge with skills”, Kundi said while visiting live cooking and baking classes at

COTHM.

Dr Mansoor also toured Chocolate Academy where Chocolate Academy CEO Zainab Shafiq welcomed him. She also briefed him about the academy and the courses being offered there. She said that the courses being taught at the academy create a sense of giving among the children while adults are equipped with hands-on training for entrepreneurship.

PROMOTION OF TOURISM IS OUR TOP PRIORITY: CM, KP

4



Khyber Pakhtunkhwa Chief Minister Mahmood Khan has said that the promotion of sport, culture and tourism in the province is a top priority of the incumbent government, adding that the development of these areas will not only promote healthy activities, but will also contribute significantly to the provincial

treasury.

According to the details, a total of 124 projects, of which 90 are ongoing and 34 new, worth approximately Rs 19.5 billion, have been reflected in the current provincial annual development program (ADP) in the sports sectors, tourism, youth, archeology and culture.

These projects also include several newly merged district development programs worth Rs 2.5 billion. In the current year, 38 projects will be completed with the aim of equipping the inhabitants of the province with modern sports and tourist facilities.



GOVT. INSTITUTIONS MUST FOLLOW THE FOOTSTEPS OF COTHM: DR. ZAKRIA ZAKIR



University of Poonch Rawalakot, AJK Vice Chancellor Professor Dr. Muhammad Zakria Zakar along with his wife Dr. Rubina Zakir visited the College of Tourism & Hotel Management (COTHM) where COTHM CEO Ahmad Shafiq made them visit the college comprehensively. “COTHM is making students skillful in the



fields of hospitality, travel, tourism, and other allied sectors that is a wonderful contribution from a private sector educational institute to Pakistan”, he said. “Government institutions must follow the footsteps of COTHM. Instead of producing job seeking graduates, they should focus on entrepreneurship and skill development just

like COTHM”, he added. He congratulated COTHM CEO Ahmad Shafiq for establishing such an amazing hospitality and tourism college and suggested him to further expand the network of COTHM in Pakistan.

COTHM & WCLA MAKE JOINT EFFORTS FOR ‘LAHORE: THE FOOD CAPITAL OF PAKISTAN’ INITIATIVE



College of Tourism and Hotel Management (COTHM) and Walled City of Lahore Authority (WCLA) are working together to declare Lahore as the food capital of Pakistan. In this regard, a meeting was held at COTHM’s head office between COTHM and WCLA authorities to discuss the launch of ‘Lahore: The

Food Capital of Pakistan’ initiative. WCLA Deputy Director for Crafts and Culture Ayesha Khan along with her team had a meeting with COTHM CEO Ahmad Shafiq and discussed the final phase of food capital initiative. In the meeting, different matters including the selection of venue for the launching ceremony of ‘Food Capital of Pakistan’ initiative, and

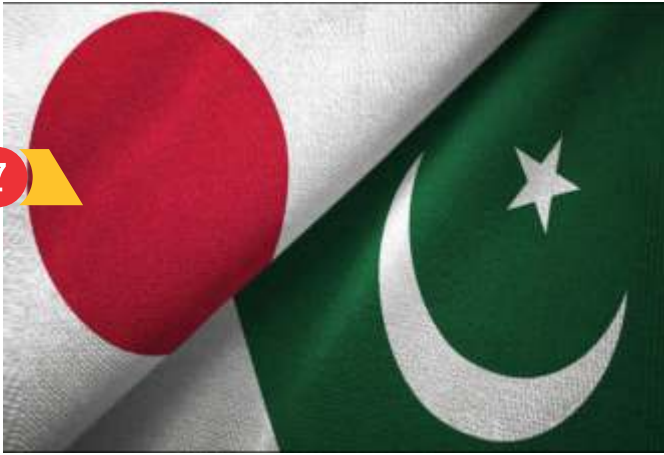
‘Katlamma Festival’ were discussed. COTHM CEO Ahmad Shafiq while expressing his views said that the purpose behind the initiative of ‘Lahore: The Food Capital of Pakistan’ is to make Pakistani cuisine famous all over the world and create a positive image of the country at international level.

HIGHLIGHTS



JAPAN INTERESTED TO INVEST IN PAKISTAN'S RAILWAYS & AVIATION SECTORS

7



Japanese Ambassador Mitsuhiro has said that his province has shown a strong desire to partner with the Pakistani government in the rail and air sectors.

During a meeting with Railways Minister Khawaja Saad Rafique, the envoy appreciated his ministry's efforts to evacuate planes carrying Japanese passengers from Afghanistan.

Khawaja Saad Rafique said Japanese companies are always welcome to invest in

Pakistan, for which they receive all possible support and cooperation.

He also thanked the ambassador for Japan's plan to provide \$ 7 million in emergency aid to flood victims.

Both sides discussed several mutual bilateral issues, including long-standing relations between Pakistan and Japan, characterized by cordiality and friendship. The minister said that Pakistan attaches great importance to its relations with Japan and wishes to further

develop them in all areas of mutual interest Japan's investment in Pakistan Railway, especially rail and air transport.

AMA Mitsuhiro expressed its deepest sympathy to the government and people of Pakistan for the devastation caused by the recent floods and its condolences for the loss of life due to the unprecedented monsoon rains in the country.

'FIVE-STAR HOTEL IN GALLIYAT TO BOOST TOURISM IN KP'

8



Construction of a five star hotel in Galliyat is a happy tiding from tourism promotion point of view as the project would have multi-dimensional benefits for the industry providing recreational facilities to the public. This observation was made by Ali Syed, Manager Tourism Development Authority Khyber Pakhtunkhwa.

Speaking regarding construction of a first

ever five star hotel in Galliyat, Ali Syed said the scenic valley is attracting thousands of tourists on annual basis and there was a great demand for a high standard staying facility to invite international visitors.

He said the tourism department is displaying eye catching beauty of Galliyat on websites for catching attraction of international tourism and construction of a high standard hotel will bolster our efforts.

It merits a mention here that earthwork on the first ever five star hotel in Galliyat has been started which on completion is expected to give a boom to tourism industry of Khyber Pakhtunkhwa by attracting scores of local and international tourists who want to enjoy charismatic beauty of pine forests in the mid of Himalayan foothills.

INDUSTRY HIGHLIGHTS

PIA WANTS TO BUY NEW PLANES FOR INTERNATIONAL ROUTES

9



Pakistan International Airlines (PIA) has floated a tender for the acquisition of new planes. The development is a part of PIA's efforts to increase the number of flights on international routes. According to details, PIA is looking to induct five aircrafts on a dry lease of six years. The national flag carrier is expected to procure the planes with a seating capacity of up to 320

passengers next year. Previously, different media reports had claimed that PIA is exploring the possibility of acquiring Airbus A-330 and Boeing 787 jets. However, the reports did not mention the variants PIA will procure. PIA's current fleet for international flight operations is dominated by Boeing planes. It has 13 Boeing planes and all of them are

between 14 and 18 years old. Out of the 13 Boeing planes, six are 777-200 ER, five 777-300 ER, and two 700-200 LR. PIA had originally floated a tender for the acquisition of four A-320s last year to provide its customers with the latest travel facilities. The first A-320 was inducted earlier this year in April.

COTHM IS CONTRIBUTING TO PAKISTAN IN REAL SENSE: ALKHIDMAT FOUNDATION PRESIDENT ABDUS SHAKOOR

10



Alkhidmat Foundation Pakistan President Muhammad Abdus Shakoor appreciated the College of Tourism & Hotel Management's (COTHM) services for Pakistan upon his visit to the college. COTHM CEO Ahmad Shafiq took him to a detailed visit to the college and briefed him

about different departments and initiatives of the college. "COTHM is serving Pakistan wonderfully by making students skillful in different areas of hospitality and tourism. COTHM is exactly doing what is needed the most in Pakistan right now", Shakoor said. COTHM is contributing to Pakistan in real

sense as its graduates are serving not only in Pakistan but also all over the world, he added. He also pledged to involve COTHM in different welfare projects running under the aegis of Alkhidmat Foundation Pakistan.



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10 REVENUE MANAGEMENT TIPS FOR HOTELS

Revenue management within the hospitality industry involves predicting consumer demand, in order to optimise the sales process, allowing businesses to sell at the right price, to the right customer, at the right time. In a hotel, this may mean turning away business now, in order to do more profitable business tomorrow. When carried out correctly, revenue management can be extremely effective, helping companies to significantly boost their profit margins. Here, we provide 10 revenue management tips for hotels.

1. Create a revenue management culture

The first of our revenue management tips involves creating a revenue management culture within your organization. By creating an awareness of what revenue management is and why it is important to your hotel, you can encourage positive behaviours from all staff members. If they realise why it is necessary, they are more likely to take care when recording data and more likely to utilise that data in order to make good, knowledge-based decisions.

2. Keep consistent, relevant records

Data collection is at the very heart of the revenue management process and the data your hotel gathers will form the basis for almost all of your decision-making. Yet, some hotels collect too much data, which serves only to confuse matters. It is, therefore, vital that records are relevant and consistent. You need to

identify exactly what information needs to be gathered, and how that data should be recorded. Then, in order to make life easier for the people who have to use it, a set of standard practices should be introduced, ensuring that everyone involved in the collection of that data uses consistent methods.

3. Offer incentives for direct bookings

Although distribution partners can be a great help, generally speaking, it is far preferable to attract direct bookings. This method is the most likely to produce customer loyalty, giving guests a lifetime value to your business, rather than a one-off value. As most direct bookings are made online, your website should be well-maintained.

4. Be aware of changing customer habits

A huge part of hotel revenue management involves using historical data to make decisions in the present and for the future. Over the years, you are likely to see changes to your customer base. These changes may be things like the average age of a guest, but they may be more subtle. For instance, you may notice a shift in the way the average customer books a room. Try to





about their guests, especially in terms of where they are from. By comparing this information to historic data, it should be possible to identify areas where demand is growing and other associated trends, potentially leading to increased business from those regions in the future.

7. Only use automation in the right places

Many hotels rely heavily on automation and it can seem like a godsend. However, at times, automation can also be the enemy of effective revenue management. To be clear, there is still a role for automation within a revenue management strategy. After all, modern software is able to cope with fairly complicated decision-trees and you do not want staff to be bogged down by data entry. Yet, great revenue management also requires human decisions, thinking outside of the box and the occasional risk.

8. Prioritise mobile optimisation

The last of our revenue management tips revolve around mobile optimisation of hotel websites. Mobile is now one of the single most important revenue streams. Indeed, Google recently revealed that mobile web searches are now outnumbering searches originating from desktop.

9. Implement open pricing

Experts offering revenue management tips for hotels often emphasise the value of embracing an open pricing model. Open pricing allows hotels to utilise a wider range of different price points and to target specific market segments. It can also help hotels to avoid situations where rooms are unsold, because pricing does not meet the needs of the audience.

10. Embrace technology

Many revenue management tips for hotels are focused on pricing and distribution, but it is important to understand the role that technology can play in making a hotel more desirable as well. Modern hotel guests expect to be able to use wi-fi and connect multiple devices, with no friction and with excellent performance.

Going further, guests are increasingly seeking hotels that make use of the Internet of Things (IoT) to provide greater control of rooms, more automation, and a seamless experience. Then, of course, hotels can attract more guests and charge more for rooms if they can use technology to innovate and provide added excitement.

5. Place a focus on selling value

One of the best hotel revenue management tips is to think in terms of offering value as much as possible. By offering value-added extras, such as discounts on additional nights and even, when demand is low enough, a free additional night, you can afford to be braver with your prices, potentially resulting in greater revenue.

6. Forecast and map demand

Clearly, anticipating demand is one of the most essential parts of any revenue management strategy and this requires forecasting. Hotels typically have access to excellent information



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